

# 5

## Strategic Action Plan

A draft Strategic Action Plan is provided in tabular format in Tables 5-1, 5-2 and 5-3. Table 5-1 includes goals and planning level cost estimates for Annual Goals (Year 1-4). Table 5-2 includes goals and planning level cost estimates for Year 1, with Table 5-3 providing the same information for Years 2, 3, and 4. Costs associated with Year 1 are largely attributable to relatively inexpensive administrative and land use planning goals that set the stage for carrying out more involved and costly retrofit projects in subsequent years. The emphasis in Year 1 is establishing working alliances and making a concerted effort to promote watershed education and facilitate citizen involvement on the ground. Expenses associated with the PDR program were purposefully separated from other Strategic Actions as they are order(s) of magnitude more costly. The draft dollar value of \$1,000,000 per annum is based on the cost estimate provided in the Yarmouth Creek Watershed Plan and thus may need to be adjusted according to account for market fluctuations since that time.



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Table 5-1. Strategic Action Plan and Order of Magnitude Cost Estimate: Annual Goals

Watershed Protection Tool	Protection Tool or Evaluation Measure	Level of County Effort and Expense	Funding Stream	Estimated Cost
ANNUAL GOALS				
Land Use Planning	Provide incentives for new development to add intermittent stream buffers, expanded RPA and mainstem buffers, preserve identified conservation areas, minimize impervious cover, and maximize contiguous open space.	SMALL: - already underway, but may be necessary to conduct workshop to discuss types of incentives with developers and stakeholders	within realm of current staff responsibilities	\$ -
Land Use Planning	Identify areas within the watershed where riparian corridors have been damaged, disturbed or are in an unnatural condition and seek ways, including incentives, to restore those areas to their natural condition	MODERATE: - level of County involvement undetermined - may be opportunity to have developer propose with plan(s) of development	within realm of current staff responsibilities? May require consultation with outside agencies.	\$ 20,000
Better Site Design	Implement Special Stormwater Criteria for all new plans for development (except those with approved plans or in review)	SMALL: - administrative / ordinance revision	within realm of current staff responsibilities	\$ -
Conservation Areas	Promote the Purchase of Development Rights (PDR) program funds for special resource areas (e.g., buffers and conservation areas).	HIGH: - PDR funds	within realm of current staff responsibilities Purchase of Development Rights (PDR) Program	\$ 1,000,000
Stormwater Treatment Practices	Continue to fully implement the requirements of the County's MS4 permit in relation to watershed management throughout County.	SMALL: - already underway	within realm of current staff responsibilities	\$ -
Land Use Planning	Continue land planning and GIS database efforts that provide important and cost-effective baseline information: - GIS Mapping Section to continue routinely updating the County GIS database with DHR and DGIF records - require developers to furnish all stormwater and other utilities associated with new development in GIS	SMALL: - data likely available for shared governmental use - minor guidance change for plan review	within realm of current staff responsibilities	\$ -
Land Use Planning	Consider participation in the Virginia Big Tree or similar recognition program to identify historic and specimen trees and promote the importance of trees to the landscape	MODERATE: - level of County involvement undetermined	General Fund, volunteers	0.01 FTE (\$5,000)
			<b>TOTAL FTE</b>	<b>\$ 1,020,000 0.01 (\$5,000)</b>



Table 5-2. Strategic Action Plan and Order of Magnitude Cost Estimate: Year 1

Watershed Protection Tool	Protection Tool or Evaluation Measure	Level of County Effort and Expense	Funding Stream	Estimated Cost
YEAR 1				
Watershed Education / Stewardship	Continue to support and grow a citizen/volunteer-based team of individuals to routinely perform rudimentary assessments of stream health, including sampling for benthic macroinvertebrates, water quality measurements for coarse indicators, and photodocumentation.			
	Identify key stakeholders within the watershed (landowners, schools, etc.) that can help implement watershed planning objectives. Work with them to develop a shared vision for preserving natural resources through community actions and provide opportunities for them to contribute to the attainment of watershed management goals.	SMALL: - explore academic and volunteer input from consulting community	within realm of current staff responsibilities	\$ -
	Enhance the stewardship of Gordon Creek by specifically addressing litter and shoreline erosion from boat wake issues.			
Better Site Design	Update or develop new Better Site Design (BSD) educational materials to be made available to developers and homeowner's associations and conduct training.	SMALL: - public notices	General Fund	\$ 10,000
	Continue to work with County departments to incorporate BSD requirements into applicable ordinances and into the County BMP Manual, and to develop consistent review procedures.	- development and distribution of printed materials - administrative actions		
Land Use Planning	Use of subwatershed maps to ensure local staff and stakeholder awareness of existing locations for restoration and potential conservation areas.	SMALL: - internal coordination, distribution of paper maps and County GIS database updated	within realm of current staff responsibilities	\$ -
Watershed Education / Stewardship	Improve the availability of educational materials by including watershed information as part of the Freedom Park environmental / interpretive area. Also use the PRIDE website. Educate people about watershed awareness including chemical disposal, pet waste, onsite waste disposal systems, rubbish, and boat wakes.	SMALL: - public notices - development and distribution of printed materials - assistance identifying permanent funding stream	General Fund	\$ 15,000
Stormwater Treatment Practices	Initiate planning phase for highest priority stormwater retrofit: beaver dam at Freedom Park / Colby Swamp	SMALL: - conduct on-site meeting with staff - RFP for alternatives study / regulatory support	CIP: Stormwater Projects	\$ 15,000
			<b>TOTAL COST</b>	<b>\$ 30,000</b>



Table 5-3. Strategic Action Plan and Order of Magnitude Cost Estimate: Years 2 - 4

Watershed Protection Tool	Protection Tool or Evaluation Measure	Level of County Effort and Expense	Funding Stream	Estimated Cost
YEAR 2				
Aquatic Buffers	Commence assisting private landowner(s) of Jolly Pond and Warburton Pond with the development of feasibility plans	MODERATE: - consult state and federal regulators - constrain limits of study - RFP and select third party consultant	Special Projects Fund	\$ 10,000
Stormwater Treatment Practices	Complete design plan and permitting for highest priority stormwater retrofit: beaver dam at Freedom Park / Colby Swamp (not including construction cost).	MODERATE - completed plan set - all permits secured or in process - construction-ready plans submitted for bid	CIP	\$ 80,000
Stormwater Treatment Practices	Initiate planning phase for next two stormwater retrofit projects: Freedom Park bioretention and Solid Waste Transfer Station control structure retrofit / channel stabilization	SMALL: - determine if project can be completed in house - RFP for consulting support	CIP	\$ 10,000
Aquatic Buffers	Commence the process of developing an inter-departmental rapid response protocol and team to deal with unforeseen and emergency threats to water quality and infrastructure.	SMALL: - select County representative from each dept - hold kick-off meetings to discuss goals - RFP and select third party consultant	General Fund	\$ 10,000
			<b>TOTAL</b>	<b>\$ 100,000</b>
YEAR 3				
Aquatic Buffers	Complete assistance to private landowner(s) of Jolly Pond and Warburton Pond with the development of feasibility plans	MODERATE: - third party fees	Special Projects Fund	\$ 60,000
Stormwater Treatment Practices	Complete the design and permitting for the Freedom Park bioretention and Solid Waste Transfer Station stormwater retrofits (not including construction cost).	MODERATE: - hire qualified contractor / consultant through RFP	CIP	\$ 80,000
Stormwater Treatment Practices	Initiate planning phase for final two stormwater retrofit projects: Chickahominy Riverfront Park (not including construction cost).	SMALL: - determine if project can be completed in house - RFP for consulting support	CIP	\$ 10,000
Aquatic Buffers	Complete and apply the inter-departmental rapid response protocol and team to deal with unforeseen and emergency threats to water quality and infrastructure.	MODERATE: - plan completed by third party consultant - systems in place for proper coordination among team members (administrative, mapping, telecommunications, etc.)	General Fund	\$ 20,000
			<b>TOTAL</b>	<b>\$ 110,000</b>
YEAR 4				
Stormwater Treatment Practices	Complete the design and permitting for the Chickahominy Riverfront Park stormwater retrofits (not including construction cost).	MODERATE: - hire qualified contractor / consultant through RFP	CIP	\$ 120,000
Watershed Education / Stewardship	Stakeholder meeting to discuss issues within the watershed and promote transparency between the public and the County	SMALL: - funding stream beyond County funds identified - minor reprographics, advertisements	Grants, Donations (including event location)	0.1 FTE
			<b>TOTAL</b>	<b>\$ 120,000</b>
			<b>FTE</b>	<b>0.1</b>